

Draft

OUTREACH PLAN

for the

Marin City Community-Based Transportation Plan

Prepared for:

Marin City Stakeholder Committee
Marin City Community Services District
Transportation Authority of Marin
County of Marin
Metropolitan Transportation Commission



In association with
ISOJI
Marin City Community Development Corporation
June 6, 2007

ACKNOWLEDGEMENTS

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Faith-Based Community

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The Draft Outreach Plan was written for the Marin City Community-Based Transportation Plan Stakeholder Committee, which is preparing a Community-Based Transportation Plan. Copies of this report are available on the project website at www.MarinCityCBTP.com or call 415-499-2680.

OUTREACH STRATEGY

This Outreach Plan presents the proposed outline for conducting the public outreach effort of the Marin City Community-Based Transportation Plan. Input from the community is a vital aspect of the community-based planning process. The outreach strategy described here is designed to fully involve Marin City residents, workers, businesses, public agencies, disabled, seniors, and youth in the discussion of transportation needs, gaps and potential solutions for the Marin City transportation network. The study will be looking at travel by walking, bicycling, driving, and transit. Outreach efforts will include a Stakeholder Committee, project website, a 'Think Tank' of community leaders, a community survey and outreach to community organizations.

Stakeholder Committee

The Stakeholder Committee is composed of neighborhood residents and business owners, school officials and representatives from community-based organizations representing homeowners, seniors and youth. The Committee was appointed by Marin County Supervisor Charles McGlashan (District 3) to guide the planning process. Committee members will work with their neighbors, the organizations they represent and other interested people to learn about transportation issues, identify and evaluate possible solutions, and recommend a list of improvements that will make it safer and more comfortable for people to walk, bike, drive, and use a bus in Marin City. The Committee will meet approximately five times during the planning process to oversee the preparation of the community-based transportation plan.

Project Website

A project website will be developed and maintained by Wilbur Smith Associates providing project status updates. Visitors to the website will be able to download project reports, find project contacts for additional information, join the project mailing list and complete the community survey. The website address is www.MarinCityCBTP.com.

'Think Tank' of Community Leaders

Community leaders will be invited to participate in a two-part workshop designed to draw on their experience with and knowledge of the community's transportation issues. It is proposed that these workshops be held as working dinners. At Session 1, participants will be asked to help develop the list of transportation-related challenges that currently exist for Marin City's residents and visitors. Potential solutions to these issues will also be discussed. The findings of Session 1, focused on transportation needs, will be summarized and presented to the Stakeholder Committee. This input will be used as the starting point for development of the Community Survey. Session 2 will be used to confirm and prioritize the potential solutions identified during Session 1 and the Community Survey.

Community Survey

The Community Survey will be used to solicit input from the community (residents and workers) regarding their travel patterns, difficulties and needs. Various strategies are being considered to get good participation in the survey particularly by those who typically may not be involved in Marin City activities (i.e. homeowners on the hill, youth, 'shut-ins'). Different strategies under consideration include:

- Hard copy distribution by mail, at community events, by community organizations/service agencies;
- Employee survey by employers;
- Phone survey;
- Web survey; and
- Intercept survey at community locations.

The survey should include questions to identify the travel difficulties respondents are currently experiencing as well as to gather their feedback and priorities on suggested potential solutions. Questions would focus on:

- How respondents and their families currently travel to work, school, errands and recreation;
- What transportation options are most commonly used;
- What events or activities they would participate in but are not able to because of the lack of adequate transportation;
- What services and facilities they and their families ~~would like that are not currently available in or in close proximity to the neighborhood;~~
- Which potential solutions would most benefit them; and
- What other solutions they would recommend.

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Outreach to Community Organizations

Marin City has numerous community organizations and service agencies representing this diverse community. These organizations will provide an important point of contact with the community for the community-based planning effort. This process proposes to utilize these organizations to circulate regular Marin City CBTP updates in organization newsletters, mailers, and websites. In addition, meetings of these community organizations will provide the opportunity for presentations about the project directly to community members and to solicit their participation in the Community Survey.

OUTREACH TASKS

The following table describes the tasks involved in conducting outreach for the Marin City Community-Based Transportation Plan. It identifies the party responsible for the assigned task and an estimated completion date.

		Responsibility	Estimated completion
Stakeholder Committee			
Meeting #1	Review Outreach Plan/Project work scope/schedule	Project Team	6/27/07
Meeting #2	Review Existing Conditions Report/Identify transportation gaps and potential solutions	Project Team	
Meeting #3	Review community survey	Project Team	
Meeting #4	Review gaps/potential solutions	Project Team	
Meeting #5	Presentation of Draft Plan	Project Team	
Contact lists/Outreach			
Community organizations	Contact info/Description of representative population and Calendar of meetings/activities	ISOJI/MCCDC	Mid July 07
	Distribute CBTP updates	ISOJI/MCCDC	On-going
	Give CBTP presentations	ISOJI/MCCDC	July-Nov 07
Community service agencies	Contact info/Description of services provided/representative population	ISOJI/MCCDC	Mid July 07
Local businesses	Contact info	ISOJI/MCCDC	Mid-July 07
Interested participants	Contact info/Description of community relationship (resident, etc)	MCCDC	On-going
	Distribute CBTP updates	ISOJI/MCCDC	On-going
Outreach materials			
Project fact sheet	Initial draft/updates as needed	WSA/TAM	June 8, 2007
Project website	Post website/update as needed	WSA	June 8, 2007
Think Tank			
	Participant List	ISOJI/MCCDC	Late June 07
	Set Date, time, location (late July/early August ?)	Project Team	Late June 07
	Meeting #1	Project Team	Late July/Early Aug
	Meeting #2	Project Team	Feb/March 08
Community survey			
	Develop survey instrument	WSA/TAM	August 07
	Determine distribution methodology	Project Team	July 07
	Distribute survey	ISOJI/MCCDC	Sept/Oct/Nov
	Tabulate results	WSA	Nov/Dec 07
Project Team includes WSA, TAM, ISOJI and MCCDC			